

ABSTRACT OF THE DISCLOSURE

The amount of codes is controlled, which are generated during re-coding in conversion of a first bitstream obtained by efficient coding of a moving-picture video signal to a second bitstream. Extracted, from the first bitstream, is at least either information on code amount or information on quantization, as a parameter indicating moving-picture coding difficulty. Obtained, from the parameter per given period, is an amount of quasi-generated codes which is estimated to be required for achieving a given picture quality. The amount of quasi-generated codes is adjusted for each of the given period to obtain a target code amount. The target code amount is assigned to a given portion of the moving-picture video signal so that a total code amount of the given portion of the moving-picture video signal matches a recordable total code amount for a storage medium for storing the given portion of the moving-picture video signal. The first bitstream is re-coded while code amount control is performed in accordance with the target code amount, thus the first bitstream being converting into the second bitstream to be recorded in the storage medium.